

Phase II: Information Gathering on Supply vs. Demand

- A report illustrating the current broadband infrastructure available in the selected geographic areas
- An analysis on the specific demand for current business and residential areas as well as projecting future growth

A comprehensive review highlighting the gap between supply and demand that predicts/calculates specific measures on how to complete the missing links between supply and demand

An action plan model that describes how to retain current business, while increasing business/economic development within the areas

This phase is primarily focused on the gathering of available data on existing infrastructure as well as additional data defining more specific broadband demand. These data sources included;

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| • Dun & Bradstreet | • City specific information gathered in Phase I |
| • Costar | • Interviews with specific city staff including economic development CIO, utilities, carriers, wireless and wire-line providers |
| • Internal Maps | |
| • GIS Data Files | |
| • Lattis | |
| • Carrier Information | • Facility tours |

Reports

Milwaukee tenants in the study areas includes information from:

D&B telecom data

Selected carrier information

On Net buildings

Companies participating in the Blue Light program

Demand analysis

Companies using /requiring the most broadband occupy 26 buildings in the 53202, 53203 and 53204 zip codes only four are meeting carrier demand (serviced by the 4 predominant providers).

Carriers*AT&T**MCI**Time Warner**Ameritech***Buildings with High Broadband Potential***(Out of a total 5532 buildings in the 53202, 53203, 53204 zip codes)*

	<i>Menomonee Valley</i>	<i>Walkers Point</i>	<i>Third Ward</i>	<i>CBD</i>
<i>Single Tenant</i>	<i>1</i>	<i>5</i>	<i>3</i>	<i>12</i>
<i>Multi Tenant</i>	<i>4</i>	<i>2</i>	<i>1</i>	<i>50</i>